NGINX Conf 2019

Level Up Your Apps and APIs

Sponsorship Prospectus | September 9 – 12 | Seattle, WA

What is NGINX Conf?

NGINX Conf is the official event where you can learn about NGINX technologies, best practices, and community engagement. Join us to learn about how NGINX can help modernize your infrastructure and applications.

As a sponsor, you get privileged access to one of the most desirable, most heavily technical audiences in computing. Past sponsors rave about the quality of conversations they've had, as well as all the other benefits of participating.

Who attends NGINX Conf?

NGINX Conf is ideal for individual contributors and leaders of application development, IT operations, DevOps, and technical architecture. To ensure you get the most of the event, we've broken sessions into the following tracks that cover industry trends, product strategy, case studies and technical information including demos for:

- **Application Delivery**: This track is targeted for IT Ops and DevOps teams seeking to modernize application delivery infrastructure using NGINX. Your will learn about key industry trends driving the adoption of software based Application Delivery Controllers. Our technical experts will present demos on deploying and optimizing Application Delivery Controller infrastructure using NGINX in addition to customer case studies.
- **API Management**: This track is targeted for DevOps, Architects, API Product Managers and developers seeking to modernize their API Management infrastructure using NGINX Controller's API Management Module. You will learn about how to simplify your API Management architecture to handle both N/S and E/W API traffic without compromising performance and flexibility. Hear from our customers about using NGINX Controller's API Management Module to manage all their internal APIs needed for microservices.
- **Microservices**: This track is targeted for DevOps, Architects, IT Ops and developers who are building new distributed applications using microservices. Get a deep dive on our big reveal that we would be announcing at our keynote session to help you accelerate your journey to microservices.

In addition to these tracks, NGINX will also have mornings filled with keynotes from industry luminaries and NGINX experts. Be among the first to learn about new product releases, roadmap elements, and company announcements. Technical NGINX users will also find a full day of onsite training before and after the event.

For inquiries contact events@nginx.com.

Sponsorship Opportunities: Platinum Sponsor

Cost: $45,000 (1 Available)

Presence

- One 45-minute keynote session opportunity which will be streamed live the day of
- Exclusive lunch sponsorship throughout event (logo prominently displayed in dining area)
- Sponsorship of the conference lanyard (co-branded with NGINX)

Networking and Exhibiting Opportunities

10x20 booth in the sponsor pavilion, space includes:

Space includes:

- Back wall graphics
- Monitor
- Wireless internet
- One electricity drop
- Two lead retrieval units

Sponsorship Benefits

- Three (3) conference passes to NGINX Conf 2019
- Three (3) booth staff passes to NGINX Conf 2019
- A 25% discount code to share with employees and your community

Event Marketing and Branding

- Color logo and company listing on conference website as Headline Sponsor
- Company logo on keynote slide
- Company logo in pre-event email campaigns related to NGINX Conf 2019
- Company logo in post-event email sent to all attendees
- Acknowledgment in social media announcements/promotions
- Color logo on signage throughout the conference
- Blog mention on nginx.com/blog
- Opportunity to be a guest blogger on nginx.com/blog
- Contribute stickers to sticker-swap table accessible to all attendees

For inquiries contact events@nginx.com.

Sponsorship Opportunities: Gold Sponsor

Cost: $25,000 (4 Available)

Presence

- One 30-minute breakout session opportunity

Networking and Exhibiting Opportunities

10x10 booth in the sponsor pavilion, space includes:

- Back wall graphics
- Monitor
- Wireless internet
- One electricity drop
- One lead retrieval unit

Sponsorship Benefits

- Two (2) conference passes to NGINX Conf 2019
- Two (2) booth staff passes to NGINX Conf 2019
- A 15% discount code to share with employees and with your community

Event Marketing and Branding

- Color logo and company listing on conference website as Gold Sponsor
- Company logo in welcome keynote slides
- Company logo in pre-event email campaigns related to NGINX Conf 2019
- Company logo in post-event email sent to all attendees
- Acknowledgment in social media announcements/promotions
- Color logo on signage throughout the conference
- Blog mention on nginx.com/blog
- Opportunity to be a guest blogger on nginx.com/blog
- Contribute stickers to sticker swap table accessible to all attendees

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Sponsorship Opportunities: Silver Sponsor

Cost: $15,000

Networking and Exhibiting Opportunities

Pod in the sponsor pavilion, space includes

- Pod graphics
- Monitor
- Wireless internet
- One electricity drop
- One lead retrieval unit

Sponsorship Benefits

- One (1) conference pass to NGINX Conf 2019
- Two (2) booth staff passes to NGINX Conf 2019
- A 10% discount code to share with employees and with your community

Event Marketing and Branding

- Color logo and company listing on conference website as Silver Sponsor
- Company logo in welcome keynote slides
- Company logo in pre-event email campaigns related to NGINX Conf 2019
- Company logo in post-event email sent to all attendees
- Acknowledgment in social media announcements/promotions
- Color logo on signage throughout the conference
- Blog mention on nginx.com/blog
- Contribute stickers to sticker-swap table accessible to all attendees

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Marketing Promotional Opportunities

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Happy Hour

Cost: $15,000 (1 Available)
Exclusive sponsorship of the Happy Hour

Sponsorship includes:

- Signage in the space where the Happy Hour is held
- Branded cocktail napkins with Sponsor logo
- Option to include a giveaway and/or company literature in the area

Branded Hotel Key Cards

Cost: $10,000 (1 Available)
Reach attendees staying at the conference hotel by placing your company logo on each attendee's hotel key card.

Sponsorship includes:

- A great opportunity to gain recognition and connect with attendees throughout the meeting
- NGINX manages card production (art provided by sponsor)

Mobile Charging Station

Cost: $10,000 (2 Available)
Sponsor free mobile device charging stations stationed around the venue.

Sponsorship includes:

- One (1) branded charging station (opportunity to purchase multiple)

Coffee Breaks AM/PM

Cost: $8,000 (2 Available)
Sponsor morning and afternoon breaks on one day of NGINX Conf.

Sponsorship includes:

- Signage in the break area
- Option to include a giveaway item and/or company literature in the break area

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Sponsor Packages

		Platinum	Gold	Silver
	# of Opportunities	1	4	
	Cost	$45,000	$25,000	$15,000
PRESENCE	45-minute Keynote session *(to be approved by NGINX)*	✓	—	—
	30-minute conference session *(to be approved by NGINX)*	—	✓	—
	Lunch sponsorship throughout event with logo prominently displayed in meal area	✓	—	—
REGISTRATION	Number of complimentary full conference passes	3	2	1
	Number of booth staff passes	3	2	2
	Discount on passes for customers, community members, and partners	25%	15%	10%
EXPOSURE	NGINX Conf provided booth package (includes graphics, monitor, internet, one power drop, and lead retrieval)	10x20 Booth	10x10 Booth	Pod
	Exclusive sponsorship of the conference lanyard co-branded with NGINX	✓	—	—
	Color logo & company listing on conference website, welcome slides, pre-event email campaigns, and post event thank you email to all attendees	✓	✓	✓
	Acknowledgment in social media announcements	✓	✓	✓
	Sponsor logo on signage throughout the conference	✓	✓	✓
	Blog mention on nginx.com/blog	✓	✓	✓
	Opportunity to be a guest blogger on nginx.com/blog	✓	✓	—
	Lead retrieval units included	2	1	1

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